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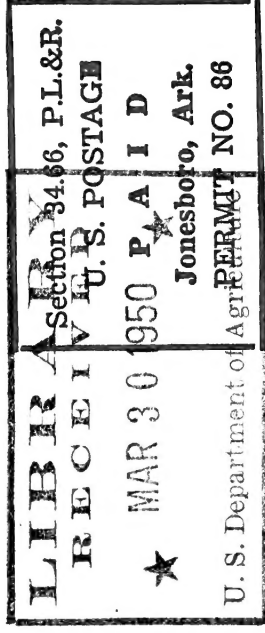
RUSSWARD

Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARHANSAS

Apr. 1950



Library, U.S. Dept. of Agriculture
Washington 25, D.C.



truth, we didn't anticipate our demand for plants, and have sufficient stock on hand to fill our orders, a jillion babes an inch or so high, and very little else. If you plan a trip late this summer, however, by all means put Jonesboro on your itinerary. We'll really have something to show you.

PRICE LIST

***Amethyst, West Coast**—Pale orchid blossoms. Dark, tapered foliage **\$1.25**

***Bi-Color**—Upper petals deep red-violet, lower lavender. Slick foliage, large plant **\$1.50**

***Blue Boy**—Old favorite dark blue **\$1.25**

***Blue Butterfly**—An excellent "new look" plant. Large blossom, large plant, rewarding bloomer. Medium light blue **\$2.00**

***Blue Eyes**—Pale blue, slick foliage. Quite popular **\$1.50**

***Blue Girl**—(Pat'd) Scalloped foliage, dark blue flower **\$1.25**

Blue Girl Amazon—(or Blue Girl Supreme) Heavy, supreme version of Blue Girl **\$1.50**

***Blue Ripple**—An innovation offered by us for the first time. Medium dark blue. On maturity leaves ripple gently from center vein. Medium green leaf, nice plant habit **\$2.00**

***Blue Velvet**—A plant of this won Best in Show at the recent Memphis and Shelby County Violet Show. Slightly quilted leaves, medium dark blue flower **\$1.50**

Brown's Pet—Miniature Blue Girl. Round, scalloped leaves **\$2.00**

***Dainty Maid**—Slender-petaled pink flowers, small plant **\$1.25**

***Double Duchess**—Profuse double purple flowers against medium green foliage **\$1.50**

***Double Orchid**—Tapered foliage, double lavender flower **\$1.75**

***DuPont Hybrids 1, 5, and Silver Pink**—Aristocrats of the Violet world. \$2.50 each, or three for **\$6.50**

***Gorgeous** — Magnificent red spooned variety. Needs lots of sun to retain spooning characteristic _____ **\$2.00**

***Jade**—Medium blue flower. Lightly quilted foliage _____ **\$1.75**

***Kewensis**—Light green foliage, medium pale blue flowers. A screwy little plant. Looks like a wild flower _____ **\$1.25**

Neptune—Old favorite. Dark green foliage, red reverse. Round, blue pansy-looking flowers **\$1.50**

***Old Lace**—Deeply scalloped leaves. Dark blue flower _____ **\$1.75**

***Orchid Beauty**—Medium green foliage, rich lavender flower _____ **\$1.25**

Pink Beauty—(Pat'd) Pink flowers, medium green foliage _____ **\$1.25**

***Pink Girl**—(Pat'd) Pink flowers on girl foliage _____ **\$2.00**

***Purple Beauty**—Improved dark purple variety _____ **\$1.75**

***Purple Prince**—Magnificent for color. Rich, velvety red-purple with slick heart-shaped foliage _____ **\$1.50**

***Red Girl**—Red-lavender flowers on Girl foliage _____ **\$1.50**

***Red Head**—Rich claret red flowers. Slick, improved foliage _____ **\$1.50**

***Red Spoon**—An improved Freida. Not as much spooning as Gorgeous. Beautiful rich red does not fade after opening. Slightly quilted, slick foliage _____ **\$1.75**

Rose Purple—Remarkably large plant. Medium dark blue, improved foliage _____ **\$1.75**

***Ruffles**—Medium blue flowers against very unusual tapered dark foliage with red reverse _____ **\$1.75**

***Sailor Girl**—Light blue flower on Girl foliage _____ **\$1.75**

***Starlight**—Pale blue flower against dusty-green rounded leaves \$2.00

***Thirty-Two**—Large, lavender flower. Glossy, dark green, dentate foliage \$1.50

***Tinted Lady**—Palest of the blues. Very dark, tapered foliage \$1.50

White Lady—(Pat'd) White flowers against medium green foliage \$1.25

***In bloom.**

African Violet Potting Mixture—Our own formula, sterile, guaranteed to give you more blooms with less fuss. Ready to use, a light, rich soil particularly fine for violets and begonias. Five quarts \$.75

Vermiculite—Excellent as rooting medium and soil conditioner. Box 7x14x7 \$.75

Peat Moss—To give your soil the light, porous texture so necessary to good root growth. Box 7x14x7 \$.85

Sheep Manure—Well-rotted, sterilized, powerful. Use $\frac{1}{2}$ cup per quart of potting soil. Small box \$.35

Sodium Selenate—Small vial treats 150 plants. Instructions included \$1.00

Nnor—Recommended insecticide spray for African Violets. 6 oz. \$1.00

Hyponex—Oderless powder fertilizer. One pound can makes 100 gallons fertilizing solution \$1.00

Shipping Information—Plants sent in 2 inch pots unless requested otherwise. Cultural instructions included. List price includes packing and mailing cost. Orders \$5.00 and over sent special delivery. We guarantee safe arrival of plants. Satisfied customers all over the country will vouch for our integrity. For your own protection, please remit by check or money order.

News Letter

April, 1950

Dear Friends:

Shall we continue where we left off last month in re. grey centers? Correspondence has poured in since the last newsletter, and we feel duty-bound to report on further developments.

First, you might be interested to know that the afflicted plant sent in by our Vicksburg lady (mentioned last month) now has new leaves measuring a little over 2 inches, and is putting up buds. The condition has not returned. Obviously.

Perhaps it would help if we attempted a more detailed description. The plant sent to us looked as though someone had taken a tiny stiff brush and brushed some white, gooey stuff on the hairs of the center leaves and along the petioles of the more mature ones. The leaves themselves still displayed a definite green color, though pale, and in the new center leaves, the white substance was so thick on the hairs that the leaf color was almost completely covered up, resulting in the "grey," or "white" leaves. They were so stunted that they didn't even look like leaves. The outer foliage which was not covered with the white goo was quite normal, however.

Our correspondents were divided in opinion about last month's tentative deduction that doctor-ed water was the cause. About half said "Amen," and the other half had other theories with accurate observations to back them up.

Many letters suggested that the condition was caused by cold. We, too, have encountered the dangers of a chilly atmosphere, but in our experience, the **actual color** of the plant (often the center leaves only) changed from green to a queer yellowish color. You notice I say "in our experience." Have written several of these people for more detailed descriptions of their cold-affected plants and am eager to hear what they have to say.

One correspondent came up with the information that automatic water softeners employ salt and a compound called zeolite. Don't know what zeolite is, but can understand that salt water wouldn't be exactly the best thing for any plants, much less African Violets.

So many of you have written about leaves. No, we don't mail them, and I'll tell you why. Even with the most skillful, painstaking packing, it is very unusual for plants to result from mailed leaves. They take forever to root, for one thing, and more often than not succumb to rots before they ever materialize as plants. This statement is more or less true depending on the distance they are to travel. A customer in Memphis, 70 miles away, would realize more dollars and cents value from leaves bought from us than a collector in Duluth, nearly 800 miles away. If leaves are gathered one day and put down to root the next, the chances are fairly good. Beyond that, unless the packing is particularly good (better than we can do commercially and come out even on our books), African Violet leaves are better thrown into the waste basket.

Another reason we don't sell leaves is that we have to charge so much for them. It actually takes longer to pack a shipment of leaves than it does a shipment of plants. Postage one one leaf in a box to Memphis is about 15c; the labor to pack it runs about a dime; the box to put it in, 4c; sphagnum, tape, wax paper, about 2c; total, 31c, not counting the cost of the leaf. Is a Blue Boy leaf worth 31c? We don't think so.

By the way. We frequently get leaves and blossoms through the mail enclosed with letters which read: "... sent the leaf so you could tell



what's wrong with my plant", or something along that line. Now the next time you do that, stick around the P. O. and see what happens. First, your letter with the leaf or flower in it is put through a machine which postmarks it. It squashes it flat. Nice and flat. If you watch closely you can probably see the juice squirting out of the leaf. If you wrote your letter in washable ink, it is now illegible. Next, your letter is sorted

and is tied TIGHT with a bundle of other letters to Arkansas. Then the bundle is thrown across the room into a mail sack. If it happens to be the first little bundle in the mail sack, about eighty more pounds of letters will be thrown in on top of it and . . . oh, well. You get the idea.

So you thought we were all through with that old manure tea gag? I quote from a letter recently received: "Now about this manure tea business. Being the naive type, I walked into the swank downtown shop of our leading florist, went to the plant food department, and asked the female who came to wait on me if she had it. She, in a very cold manner, informed me that she had never heard of such a thing, and asked me where I ever heard of it. I looked stupid and felt even worse and told her I had read about it. She told me that I should not believe everything I saw advertised. I have since learned that you must brew this mess yourself. Is that correct? Since I live about 30 miles from the nearest pasture, I guess my violets will have to do without this delicacy. I thought it came in powdered form or tablets or bottles all ready to serve."

A golden opportunity is awaiting some bright lad. By all means, get into the manure tea bag business!

Yours,

"Russ"

PRICE LIST

Have had occasion to look with jaundiced eye at last months' gay spiel to the effect that "winter's gone, tra-la," or words to that effect. Will amend last months' statement to read that "Winter's gone in Arkansas." Our jonquils are almost through blooming, tulips are up, and iris is beginning to bloom. We find it hard to believe that blizzards were raging in Minnesota just a few days ago. Our guarantee got a pretty good work-out last month.

If you're planning a trip to Jonesboro to see the greenhouse this spring, don't. To tell you the

Sustaining Member African Violet Society of America, Inc.

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